



WCPO

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ORDER

Print Date 10/23/12

Page 1 of 3

Flight Dates 10/30/12-11/05/12

Contract / Revision 315625 /

Original Date / Revision
10/23/12 10/23/12

Advertiser American Crossroads

Agency Crossroads Media

Buying Contact

66 Canal Center Plaza - Suite 555
Alexandria, VA 22314-1576

Product

American Crossroads AC TV ADD

Agency Com 15%

Billing Contact

66 Canal Center Plaza - Suite 555
Alexandria, VA 22314-1576

Sales Office EWSDC

Sales Region NAT

Agency Ref

Order Sep 00:20:00

Estimate # 1274

Alt Order #

Billing Type Cash

Order Type GENERAL

Billing Cycle EOM/EOC

Billing Calendar BROADCAST

Demographic A35+

Rev Codes POL POL ISS

Product Codes PL

Priority P-2

Advertiser Ref

Primary Account Executive
Daniel Baylog

Account Executive	Order%	Start Date	End Date
Daniel Baylog	100%		

Order Share % Market Value

Competing Station	% of Order	Amount
CABLE	%	
UNKWN	100%	
WBQC	%	
WCET	%	
WCVN	%	
WKON	%	
WKRC	%	
WLWT	%	
WPTO	%	
WSTR	%	
WXIX	%	

Order Totals

Billing Plan

Month	# of Spots	Net Amount	Gross Amount	Rating	Start Date	End Date	# Spots	Net Amount	Gross Amount
November 2012	85	\$57,502.50	\$67,650.00	0.00	10/29/12	11/05/12	85	\$57,502.50	\$67,650.00
Totals	85	\$57,502.50	\$67,650.00	0.00					

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals Spots Amount	
N 1	WCPO	10/30/12	11/05/12	M-F 7-730p 7-730p The List	CM	M-F 7-730pm	11111--	:30	5	\$900.00	P-1	0.00	NM	5	\$4,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
	Week:	10/30/12	11/05/12	11111--		5		\$900.00		0.00					
N 2	WCPO	10/30/12	11/05/12	M-F GMTS 5-6a M-F GMTS 5-6a	CM	5-6a	11111--	:30	5	\$225.00	P-2	0.00	NM	5	\$1,125.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
	Week:	10/30/12	11/05/12	11111--		5		\$225.00		0.00					
N 3	WCPO	10/30/12	11/05/12	M-F 9-10a Live with Regis and Kelly	CM	M-F 9-10a	11111--	:30	5	\$500.00	P-2	0.00	NM	5	\$2,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					



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Print Date: 10/23/12

Page 2 of 3

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Contract / Revision 315625 Flight Dates 10/30/12-11/05/12

Hiatus Dates

Original Date / Revision 10/23/12/ 10/23/12

Order Sep 00:20:00

Advertiser American Crossroads Product American Crossroads AC T Estimate # 1274

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
N 3	WCPO	10/30/12	11/05/12	M-F 9-10a Live with Regis and Kelly	CM	M-F 9-10a	11111--	:30	5	\$500.00	P-2	0.00	NM	5	\$2,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/30/12	11/05/12	11111--					5	\$500.00		0.00			
N 4	WCPO	10/30/12	11/05/12	M-F 430am News M-F 430am News	CM	430-5a	11111--	:30	5	\$175.00	P-2	0.00	NM	5	\$875.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/30/12	11/05/12	11111--					5	\$175.00		0.00			
N 5	WCPO	10/30/12	11/05/12	M-F 12-1p News M-F 12-1p News	CM	12-1p	11111--	:30	5	\$750.00	P-2	0.00	NM	5	\$3,750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/30/12	11/05/12	11111--					5	\$750.00		0.00			
N 6	WCPO	10/30/12	11/05/12	M-F 11a-12p M-F 11a-12p	CM	11a-12p	11111--	:30	5	\$600.00	P-2	0.00	NM	5	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/30/12	11/05/12	11111--					5	\$600.00		0.00			
N 7	WCPO	10/30/12	11/05/12	M-F 3-4p 3-4pm Katie	CM	3-4p	11111--	:30	5	\$650.00	P-2	0.00	NM	5	\$3,250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/30/12	11/05/12	11111--					5	\$650.00		0.00			
N 8	WCPO	10/30/12	11/05/12	M-F 10-11a Right This Morn M-F 10-11a	CM	10-11a	11111--	:30	5	\$350.00	P-2	0.00	NM	5	\$1,750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/30/12	11/05/12	11111--					5	\$350.00		0.00			
N 9	WCPO	10/30/12	11/05/12	M-F 730-8p 730-8p Let's Ask America	CM	M-F 730-8p	22222--	:30	10	\$900.00	P-1	0.00	NM	10	\$9,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/30/12	11/05/12	22222--					10	\$900.00		0.00			
N 10	WCPO	10/30/12	11/05/12	M-F GMA 7-9am M-F GMA 7-9am	CM	7-9a	22222--	:30	10	\$900.00	P-1	0.00	NM	10	\$9,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/30/12	11/05/12	22222--					10	\$900.00		0.00			
N 11	WCPO	11/04/12	11/04/12	SU 6-7am SU 6-7am	CM	6-7a	-----S	:30	2	\$300.00	P-2	0.00	NM	2	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/30/12	11/05/12	-----S					2	\$300.00		0.00			
N 12	WCPO	11/03/12	11/03/12	SA 5-6am SA 5-6am	CM	5-6a	-----S-	:30	2	\$150.00	P-2	0.00	NM	2	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/30/12	11/05/12	-----S-					2	\$150.00		0.00			
N 13	WCPO	10/30/12	11/05/12	M-F GMTS 6-7a M-F GMTS 6-7a	CM	6-7a	22222--	:30	10	\$900.00	P-1	0.00	NM	10	\$9,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/30/12	11/05/12	22222--					10	\$900.00		0.00			
N 14	WCPO	10/30/12	11/05/12	M-F 6-630p News M-F 6-630p News	CM	558-630p	11111--	:30	5	\$2,000.00	P-2	0.00	NM	5	\$10,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/30/12	11/05/12	11111--					5	\$2,000.00		0.00			
N 15	WCPO	10/30/12	11/05/12	M-SU 11p Late News M-SU 11p Late News	CM	11-1135p	11111-1	:30	6	\$1,500.00	P-2	0.00	NM	6	\$9,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			

